

## **Objection Handling Cheat Sheet**

**Objection:** “We already have a training program.”

Response: EchoLogic enhances your current setup — no need to change platforms. We create short, clear videos you can plug into your existing LMS.

**Objection:** “Sounds expensive.”

Response: Plans start at just \$99. It’s a fraction of what custom video production usually costs.

**Objection:** “We’re too small for this.”

Response: Small businesses love us — you only pay per video. No ongoing contracts unless you want them.

**Objection:** “Can I preview a sample?”

Response: Absolutely. We’d be happy to show you an example tailored to your industry or use case.